PRICING

9/10

- Prices and gaps remained fairly stable.
  - YTD high in C-stores (61¢ and 46¢)
- Current 99¢ pricing (16%) remained stable.
- Incidence of Basic's >10¢ price disadvantage reached its highest level YTD.
  - to 79% of stores vs Lowest Discount
  - to 41% of stores vs Doral
  - Monarch, Doral and GPC gained lowest price incidence
- RJR recently expanded use of wholesale buy downs on Doral.
  - Lowest price point and 99¢ increased.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlvk0004